



Your Business Matters at Lancaster's Assembly Rooms Emporium

A comprehensive guide for traders



Tuesday to Saturday (except Bank Holidays)

10am to 4.30pm

King Street, Lancaster, LA1 1JN

www.lancaster.gov.uk/markets

www.facebook.com/AssemblyRoomsEmporium

Email: markets@lancaster.gov.uk Tel: 01524 582504 / 07508 328604

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Welcome to trading at Lancaster's Assembly Rooms Emporium

The Assembly Rooms Emporium

The Assembly Rooms Emporium is one of three markets run by Lancaster City Council (the others being the Charter Market in Lancaster city centre and the Festival Market in Morecambe). The Assembly Rooms Emporium is an indoor market which is home to an eclectic mix of stalls specialising in antiques, collectables and curiosities, vintage and alternative goods, as well as arts and crafts. It also houses a popular café which sells light meals and refreshments. With a range of stalls selling a wide selection of quality products, we believe that the Assembly Rooms Emporium offers traders both new and experienced a great opportunity either to launch a new business or develop an existing one.

If you have never traded before, you'll be able to tap into the expertise of the established traders working all around you as well as benefit from a supportive Markets Office who are keen to see new traders become successful. If you already run your own business, you'll gain from having another outlet for your goods or services in addition to the extra advertising this provides for your business.

And with a wide variety of events taking place in Lancaster and Morecambe each year, all Assembly Rooms Emporium traders benefit from the large number of visitors we get to this area throughout the year.

The market

The Assembly Rooms Emporium is housed in a Grade II listed heritage building (built in 1759) in Lancaster city centre just a few minutes' walk from both the railway and bus stations. There are several pitches in the main hall of varying sizes, a back room and a café. A plan of the market is attached.

The market day

The Assembly Rooms Emporium is open from 10am to 4.30pm Tuesday to Saturday throughout the year (except for Bank Holidays). Your stall should be staffed during opening hours unless otherwise agreed with the Markets Office. If you are unable to attend the market due to unavoidable circumstances such as illness please inform the Markets Office directly as soon as you can and in any case before 9.30am at the latest on the day in question. Planned absences by permanent traders such as holidays should be agreed with the Markets Office in advance.

The markets team

The Market Supervisor for the Lancaster markets is based at Lancaster Town Hall in Dalton Square, just a short distance away from the Assembly Rooms Emporium. The supervisor's usual working hours are 7am to 5pm, Wednesday to Saturday. Any queries, concerns or

comments you may have regarding the market should be directed to the Market Supervisor in the first instance (see *Useful Contacts* for details).

The Markets Manager and Assistant Manager are both based at the Festival Market in Morecambe. If you need to speak to someone urgently and you cannot get in touch with the Market Supervisor, please contact them (see *Useful Contacts* for details).

Becoming a trader in the Assembly Rooms Emporium

To become a trader in the Assembly Rooms Emporium, you should first complete our Expression of Interest form which can be found on our website: www.lancaster.gov.uk/traderinterest . If your proposed stall is appropriate for the market we will contact you with details of how to then apply for a stall.

The Assembly Rooms Emporium is a popular market and preference is given to those wanting to sell commodities that are hand-made, produced locally or regionally, are not commonly found in city centre shops, and that offer something not currently represented on the market. All commodities must be of good quality.

Permanent and casual traders

You can trade in the Assembly Rooms Emporium as either a permanent or casual trader.

If you are a permanent trader, this means you will have a pitch reserved for you and you will be issued with a licence specifying which pitch this is. In return you must attend each day the market is open. You will be issued with an annual invoice and a monthly payment plan which can be paid by a variety of means (direct debit, over the phone, online, at the Post Office, etc).

If you are a permanent trader, you will also have to pay a deposit equal to one month's fees before starting to trade in the market. This will be refunded on leaving the market providing the pitch is left in the condition in which it was allocated, you have removed all your items from the market and you have paid all your fees.

Alternatively, pitches that may be rented on a casual (i.e. daily) basis. These must be booked (and paid for) in advance. The pitches are available on a first-come, first-served basis but you may book for several days at a time.

As a casual trader, if you are unable to attend on a day you have booked in for and you let the Markets Office know by 9.30am on the day in question, you may transfer your booking to another day as long as you tell us which day you want the booking transferred to when you contact us. There will be a 20% surcharge for this. So if you have paid £10 for a pitch, it will cost you £2 to transfer the booking to another day. If you do not contact us before 9.30am, you will not be able to transfer your booking and unfortunately you will lose the rent you have paid for that day.

Market fees

The fees for permanent pitches are calculated according to their size and range from £24 per week upwards.

Casual pitches cost £7.50 per day Tuesdays to Fridays and £10 on Saturdays.

Your stall

If you are a permanent trader, you must provide your own fixtures and fittings for your stall (display stands, tables, etc). These must all be of good quality and professional appearance, and meet Health and Safety requirements. All items relating to your stall (stock, display stands, etc) must be contained within the boundaries of your stall. Occasionally, if there are empty stalls, traders are allowed to display a small quantity of items in these stalls but only with prior permission from the Markets Office.

If you want to change the structure of your stall in any way, please ask us first and remember that where alterations are allowed the stall must be returned to its original state when you leave the market.

If you wish to hang items on the wall, please use the picture rails provided. Under no circumstances must anything (including nails etc) be attached to the walls without prior written consent of the Markets Office. Please note, items hung from the picture rails should be positioned there only by means of a reaching hook. Any traders using ladders or other means to access the higher picture rail do so at their own risk and Lancaster City Council cannot accept any responsibility for injury resulting from such activity.

An area measuring 0.5m on either side of each wall heater and 0.75m below each wall heater must be left clear for health and safety reasons. In order to avoid damp or condensation arising, we recommend that wall displays are changed on a monthly basis to avoid having the same sections of wall covered for long periods of time.

Stock may be left on your stall overnight but this is at your own risk and you should ensure you have adequate insurance in case of theft.

If you are a casual trader, we will provide a table for you but you must provide your own fixtures and fittings for your stall. These must all be of good quality and professional appearance, and meet Health and Safety requirements. All items relating to your stall (stock, display stands, etc) must be contained within the boundaries of your stall.

Casual traders have access to the market during opening times only, i.e. from 10am each day and the stall must be vacated (and all items relating to it including stock, display stands, etc removed from the market) by 4.30pm. The only exception is if you have booked (and paid) to attend the next market day in which case you may leave your stall set up.

Your commodities

You may sell and display for sale on your stall only the commodities that you have agreed with us (if casual) or that are specified on your licence (if permanent). If you are unsure exactly what this is or you want to add another commodity to your stall, please ask us.

If you are selling second-hand goods other than books, you will need to get a Second-hand Dealer's Licence. For information on this and to apply for one, please contact our Licensing Department (see *Useful Contacts* for details). There is a one-off charge of around £50 for this.

If you are selling foodstuffs, you must have a Food Hygiene Rating of 3 or above. You must also comply with the Food Safety Act 1990 as well as any other relevant regulations. Details of all new food traders on the market are passed to Lancaster City Council's Environmental Health Department who can issue Food Hygiene Ratings for those traders who do not have them. Food traders can also contact the Environmental Health Department directly regarding

any queries or issues concerning the selling of food in the Assembly Rooms Emporium (see *Useful Contacts* for details).

Public Liability Insurance

To trade in the Assembly Rooms Emporium, you must have Public Liability Insurance with cover of £5million (incorporating product liability insurance if selling foodstuffs). You will be required to provide proof of this before starting to trade on the market and then annually on renewal.

Health and safety

You must take reasonable care of your own health and safety, and that of your staff, customers and others around you. All traders are required to submit a risk assessment before trading on the market. Advice on this, including a generic risk assessment that can be adapted to individual needs, can be provided on request.

Please keep your stall and the area around it clean and tidy at all times. If you spot anything on the market that you think may be hazardous, let us know immediately. Naked flames and flammable liquids are not allowed inside the building at any times. The use of fan and convection heaters is also prohibited due to the fire risk associated with these.

A copy of the Assembly Rooms Emporium's Fire Procedure is attached and is also on display in the building. Please ensure you familiarise yourself and your staff with the procedure and also with the locations of the call-points, fire escapes, fire extinguishers and other fire equipment. Fire drills are held on an annual basis. The fire alarm is tested weekly and health and safety checks are also carried out on a weekly basis by market staff. The corridor between the inner and outer fire exits towards the rear of the building must be kept clear at all times.

All market staff are first aiders. In an emergency, please ring 999 and ask for an ambulance. If you employ staff on the market, you should keep a first aid kit and accident book on your stall.

Employing children

Any child between the ages of 13 and 16 who works on a market stall (even if s/he is a relative and whether or not s/he is paid) must be licensed with Lancashire County Council. (Children under the age of 13 are not allowed to be employed in any capacity). There are rules and regulations attached to this but the licensing itself is free and simply requires a form to be completed. Failure to do so could result in a fine being issued.

If you would like a leaflet about the regulations and a copy of the form, please ask. More information and the form can also be found at: www.lancashire.gov.uk/childemployment. Checks on the employment of children in markets are made by Lancashire County Council periodically and your business insurance may be invalidated if young people in your employment are not licensed.

Your vehicle

There is no facility for parking vehicles at the Assembly Rooms Emporium. There are a number of car parks in and around the city centre which traders may use (fees payable). A map showing the location of these is attached.

Traders may park on the highway to load and unload in accordance with the loading restrictions as displayed on this section of highway (currently not between 8 – 9.30am and 4-6pm but please check the signage first).

Some traders park temporarily on the forecourt in front of the Assembly Rooms building for loading and unloading purposes. Please note however that by driving over the pavement to get to the forecourt, you are committing an offence and therefore you may be charged if a police officer witnesses you doing this. Please also note that any encroachment onto the footpath (which is a slightly different colour to the forecourt and follows the line of the buildings on either side of the Assembly Rooms) when parked on the forecourt could result in you receiving a Penalty Charge Notice ('parking ticket'). Parking on the forecourt is therefore at your own risk and unfortunately we would not be able to offer any assistance if you received a Penalty Charge Notice or were charged with an offence.

Trade refuse

All businesses are required by law to dispose correctly of refuse created by their business. This means you are responsible for disposing of all trade refuse created on your stall.

A Lancaster City Council trade refuse bag is kept in the café kitchen. Traders wishing to dispose of trade refuse may place it in this bag. When the bag is full, it should be placed next to the litter bin in front of the Assembly Rooms ready for collection at around 2pm. (The bag should not be put out after 2pm to avoid it being left out overnight. If it has not been collected by the time the market shuts, it should be brought back in the building and put out again the following day).

Trade refuse must not be left outside the Assembly Rooms loose or in standard bin bags as this would constitute fly-tipping/littering which may result in you being issued with a Fixed Penalty Notice.

Electricity

Lighting and heating is provided and is included in the fees paid by traders. There are also plug sockets in or near all stalls which traders may use at no extra cost, providing such use is not excessive. Each trader is responsible for ensuring all electrical items in his/her stall are switched off at the end of each market day.

All portable electrical items (i.e. items with plugs) must be PAT tested by a registered engineer prior to use on the market (unless the item is less than a year old and a receipt can be provided to prove this). They must then be re-tested on an annual basis. In April each year the Markets Office arranges for an electrician to come and test all portable electrical items in the market. There is a small fee per item payable by the owner of the item to the electrician.

There is no obligation to use this electrician. However if you don't, you will need to make your own arrangements to get all your portable electrical items tested on an annual basis. Any item not displaying a current PAT sticker must not be used on the market and should be removed immediately from the building

Market facilities

There are toilets situated at the back of the market beyond the café area for use by traders and customers of the market. (Please note these are not public toilets and members of the public who are not customers of the market should be directed to the nearest public toilets which are in the Market Gate Shopping Centre, situated on the other side of the one-way system.) The toilets are cleaned twice-weekly.

There are notice boards within the market which are used to display Lancaster City Council notices. However when there is space other notices that may be of interest to customers may be displayed. There are also leaflet racks in the building displaying leaflets of interest.

Smoking

Smoking is not permitted within the Assembly Rooms Emporium. Smoking is also not permitted on the portico, steps and access ramp to the front of the building as smoke here may drift into the building and may also deter customers from entering. A cigarette pan is located next to the main entrance for disposal of cigarette butts but we would be grateful if smokers did not congregate here.

Newsletter

'Assembly Rooms Emporium Matters' is the traders newsletter issued periodically to all Assembly Rooms Emporium traders. It's our way of keeping you up-to-date with what's happening on the market, and passing on information about future events and other items of interest. Where possible this is sent to traders via email. If you would prefer a paper copy please let us know.

Website

The Lancaster City Council website contains a section on the city council's markets (www.lancaster.gov.uk/markets). There are pages for each of the three markets, including the Assembly Rooms Emporium. There is also a page giving specific information for traders.

In addition to the above, the Assembly Rooms Emporium has its own Facebook page www.facebook.com/AssemblyRoomsEmporium. This is regularly updated with news of events, special offers, new attractions and additions on the market. If your business has its own Facebook page and you 'like' the Assembly Rooms Emporium page, then we will like your business's page in return and share any postings you make on it regarding the market on the Assembly Rooms Emporium page.

Your contact details

It's very important that we have up-to-date contact details for you at all times (postal address, phone number, email address). If any of these details change, please let us know in writing as soon as possible.

How to get to the Assembly Rooms Emporium

Leave the M6 at junction 33 or 34 and follow the signs for Lancaster City Centre. The market is located in King Street on the one-way system, in between the Penny Almshouses and Crows Hotel. The postcode (for SatNavs) is LA1 1JN.

Useful contacts

Markets Department

Maggie Trew hitt
Market Supervisor
01524 582504
07508 328604

mtrewhitt@lancaster.gov.uk
markets@lancaster.gov.uk

Maggie usually works Wednesdays to Saturdays. She is based at Lancaster Town Hall.

Tracey Bruce
Markets Manager
01524 414251

tbruce@lancaster.gov.uk
markets@lancaster.gov.uk

Tracey and Dani are both based at the Festival Market in Morecambe which is open Tuesdays, Thursdays, Saturdays, Sundays and some bank holidays.

Danielle Haydock
Assistant Manager
01524 414251

dhaydock@lancaster.gov.uk
markets@lancaster.gov.uk

Steve Pye & Rob Chapman
Market Assistants

Steve and Rob occasionally cover for Maggie. They are both based at the Festival Market in Morecambe.

Other useful contacts at Lancaster City Council

Cath Gillin
Communications and Marketing Officer
01524 582044
cgillin@lancaster.gov.uk

Cath is responsible for promoting and marketing the Assembly Rooms Emporium. She can also provide advice and guidance to traders on an individual basis.

Environmental Health
01524 582935
environmentalhealth@lancaster.gov.uk
www.lancaster.gov.uk/environmental-health/

Environmental Health provide advice and guidance on a range of issues including food hygiene.

Licensing
01524 582033
licensing@lancaster.gov.uk
www.lancaster.gov.uk/business/licences-and-permissions

Licensing issue a range of licences including second-hand dealer licences.

Switchboard
01524 582000

Central Control (out of hours emergencies)
01524 67099

Non-council contacts

PCSOs 101
Lancaster Police 01524 596649

Both these numbers can be used to report crimes that do not require an emergency response.

Promoting the market and your stall

The city council has a dedicated Communications and Marketing Officer who has a part-time responsibility for promoting the three markets run by Lancaster City Council – the Assembly Rooms Emporium, the Charter Market and the Festival Market. The officer regularly liaises with the Markets Office to discuss ways of generating an increase in the number of people visiting the city council's markets from both inside and outside the district.

This includes regular press releases in the local and regional media promoting events happening on the markets as well as the circulation of posters, flyers and leaflets to hotels, caravan parks, schools, city council buildings and local businesses to name but a few.

However, social media including Facebook and Twitter is one of the most successful and cost effective ways to spread key information and incentives virally, and there is an Assembly Rooms Emporium page on the city council's website which is kept up-to-date with news of special offers and events (www.lancaster.gov.uk/markets).

The city council is also happy to offer guidance to individual traders on how best to market and promote their own business so as to encourage both new and return visits from customers but would always suggest that using the power of social media is the best place to start. Over the years the markets team has seen many successful and not-so-successful market stalls and are happy to provide advice. Some top tips about marketing your stall are listed below.

Top tips for marketing your stall at low cost

Marketing your stall isn't all about business cards, flyers, posters and spending money on advertising which can cost you more than you'll get in return. Providing customers with a consistently memorable shopping experience as well as offering products which they want to buy will all help generate a solid customer base. It will also lead to word-of-mouth recommendations which will encourage new customers to your stall.

Presentation

Treat your stall as your shop window to entice shoppers. It should be well organised, clean and tidy with no clutter.

Display your items in a customer-friendly way so that people feel comfortable approaching your stall to take a closer look. Arrange your best-selling items or any items on offer at the front of your stall.

Ensure your stall looks attractive from a distance so it'll encourage customers to come nearer.

Get your pricing right

People expect to find bargains at a market so if you're selling something you can pick up at a nearby supermarket, make sure that your item is cheaper or has some other unique selling point.

Everyone loves a bargain so consider having some discounted items or special offers to draw people in.

Be informative

Make sure the prices are easily visible. People can be shy about asking the price of items and hesitant to go too close to stalls which don't display prices clearly.

Incentives

With each sale, consider giving your customers a money-off voucher for use within a limited period of time – say 10% off all stock at your stall until the end of the month.

Believe in what you're selling and smile

Let your passion and enthusiasm for your products shine through – this in itself will attract customers. And remember to smile! Great customer service and interpersonal skills are key to getting customers to return to your stall. The best advert for your stall is word-of-mouth so be friendly and helpful at all times.

Social networking

Don't underestimate the power of online social networking like Facebook and Twitter. Once you have regular customers following you on Twitter or becoming your fans on Facebook, it's easy to keep them and new customers up-to-date on your latest offers and other incentives – all of which will help to generate return visits to your stall. If you have set up a Facebook page, don't forget to promote it to your existing customers through any leaflets or posters you have printed.

E-newsletter

If Facebook is too time-consuming and you don't have the resources for leaflets, another way to promote your business is via an e-newsletter. Decide how often you want to produce it (for example, monthly) and get your customers to sign up to a database to receive it. As an incentive you could include special offers in the e-newsletter for your business. Using an online e-newsletter facility such as Mailchimp (<http://mailchimp.com>) is a very cost-effective way of promoting your business, with the only cost to you being your own time producing it.

Online listings

There are a number of sites on the internet which will allow you to post basic business listings for free. Research your own business area and see what is available and take advantage of these free channels

Local media

The city council's Communications and Marketing Officer can provide a list of contacts for the local media, both for editorial and advertising.

The local media are always interested in good news stories, especially events and those with a human interest angle. If you or one of your customers (with their permission) has an interesting story to tell, you may wish to contact the media and use the opportunity to promote your business.

Leaflets/flyers

An eye-catching leaflet can be a good way to promote your business. You may wish to set up a special offer (such as a money-off voucher) for anyone who picks up a copy of your leaflet or flyer and brings it to your stall.

Many local businesses (non-competing) are usually happy to include leaflets from fellow traders and you could reciprocate by stocking some of their leaflets.

Posters

Simple posters are relatively easy to produce and can help to promote your business and any events you might be holding. Again, many local businesses may be happy to put them up in their premises. And don't forget to add your Facebook or Twitter details if appropriate.

Word of mouth

This can be the best or the worst promotion for your business. It is in your own best interests that you ensure your VALUES and BEHAVIOURS put you in the best light possible so that your customers enjoy their visit and their interaction with you so much that they sing your praises if talking about their visit. This can be in regards to their dealings with YOU or what they witness with regards to your interactions publicly with other traders or your staff.

We recommend practising the following:

- Be willing to listen to your customer, in particular with regards to complaints.
- Do what you say you will do. If you promise obtaining goods ordered by customers do so. Don't over-promise and leave a customer feeling let down.
- Appreciate different perspectives.
- Go the extra mile – people notice.
- Take professional and personal pride in your stall, stock and appearance. Being busy creates interest so if you are quiet, find something to do on your stall – it will draw customers' eyes.
- Be interested – reading a book may pass time on a quiet day but a customer passing by may not wish to disturb you. Make eye contact, smile, be ready and willing to start a conversation – even “Hello, how are you? The weather is” would be a good start to show you are approachable.
- Learn from previous experience.
- If a customer is aggressive with you, rise above it and smile and be pleasant. See if you can turn the situation around and have them leaving the market feeling less aggressive than when they arrived. Meeting fire with fire results in total burnout and there are no winners there.
- If you don't have an item a customer asks for and you know another trader does or has something similar, direct the customer to them. Keep them on the Market. The more successful each trader is individually, the more successful the market as a whole will be.
- People like to be in places with a good, happy, atmosphere – they want to feel comfortable when they shop here. If you have a problem with a customer complaining or another trader, do not air the problem in public or in the very least remain calm and pleasant.
- If any situation threatens to get out of hand, walk away and suggest the other party does the same. The Market can and will intervene if necessary.

Dealing with shoplifters and anti-social behaviour

It is rare that we have problems with shoplifters or anti-social behaviour in the Assembly Rooms Emporium. However, as with all buildings to which the public have access, it can be an issue.

Remember - your safety is more important than property. If you find yourself in an aggressive or violent situation, DON'T take any risks – your personal safety should always come first. These tips may help:

- Watch out for warning signs such as hostile body language, nervousness or the smell of alcohol.
- Avoid actions that may trigger violence such as standing too close to people, pointing, touching, turning your back, swearing, shouting or making sudden movements.
- Keep calm and behave as normally as possible. If you are angry and aggressive it will enflame the situation. Maintain a pleasant demeanour even if you do not feel calm or pleasant towards the other party. It is very difficult for people to be angry and aggressive towards someone who is not responding in the same manner.
- Keep your distance from threatening behaviour. If there is shelter available, such as a counter or table, get behind it and try not to get involved in an argument
- Do not touch the offender unless to prevent an assault on your person as this could be misconstrued as an assault on them.
- Get help. Ask another trader to help. If you feel the situation is getting out-of-hand or you feel threatened, call the police.
- Make a note of all incidents as soon as possible after the event - dates, times and relevant information. This will be invaluable if you decide to press charges against offenders.
- Try to remember what the offender looked like – height, build, clothing, hair, any distinguishing features.
- In a robbery, it is important not to take risks. Assess the situation and if necessary wait until the robbers have left the building before raising the alarm.

Fire Procedure

If you discover a fire:

1. Activate the alarm by breaking the glass on one of the red fire call-points (one by front door, one by outer rear fire exit door). Ring 999 and ask for the Fire Brigade.

If you hear the fire alarm:

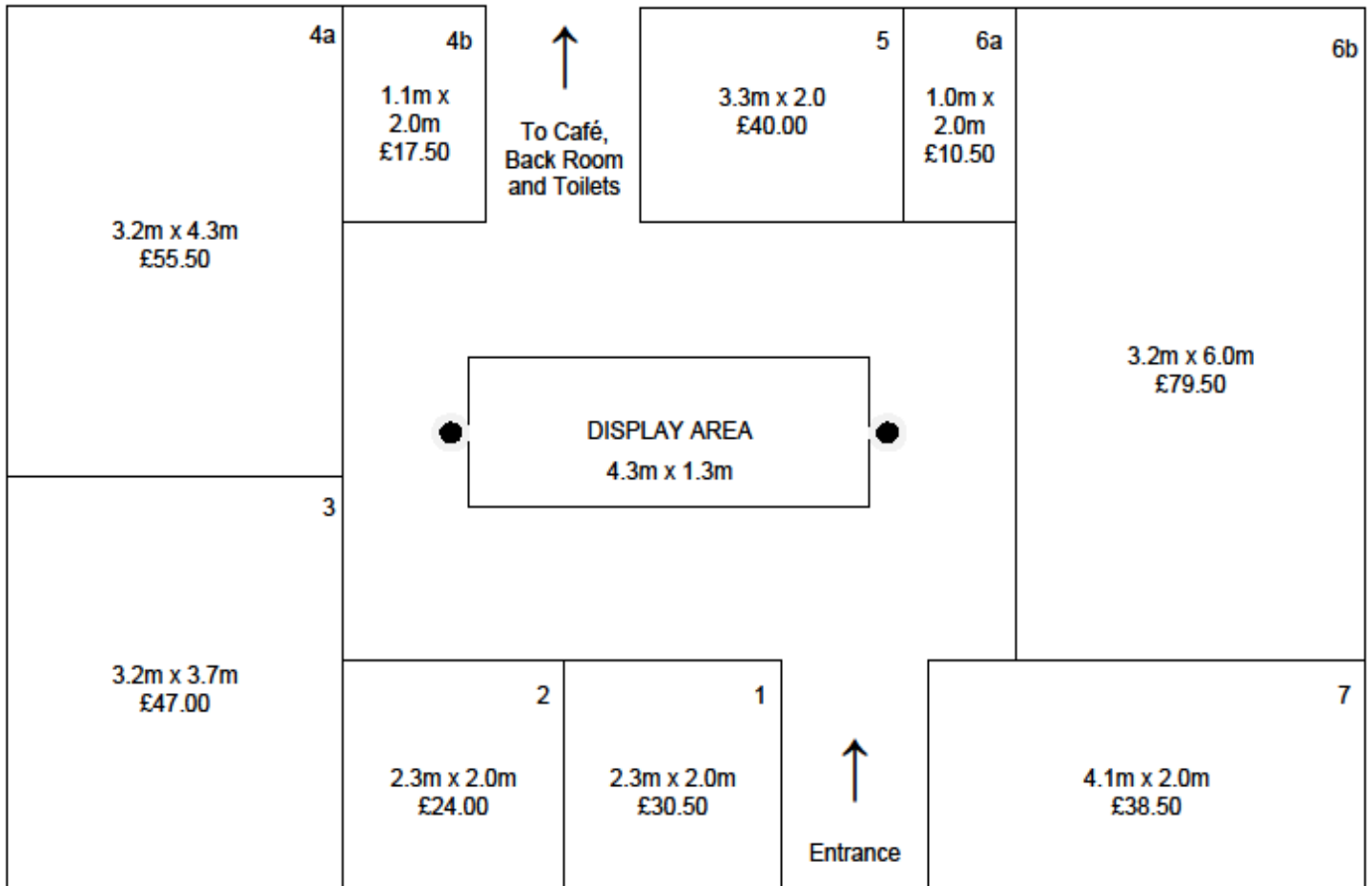
2. Leave the building immediately by the nearest safe exit (front door or rear fire exit). Encourage customers and other traders in the building to leave as you do (but only if it is safe to do so – do not take risks). Pay particular attention to the elderly, disabled and lone workers.
3. When everyone is out, put the front door on the latch and pull it shut. One trader should remain outside the front door to stop anyone entering the building via that door or the fire exit, and to assist the Fire Brigade when they arrive.
4. Report to the assembly point in Kings Arms Close, between Lancaster City Laundry and Waterstones. Please do not wander off as people may think you are still in the building and some-one may enter the building to try and rescue you.
5. Once everyone is outside, ring 999 and ask for the Fire Brigade.
6. Do not re-enter the building for any reason until instructed to do so by the Fire Brigade. A Fire Officer will advise you when it is safe to re-enter the building. Please ensure all traders are back in the building before allowing customers to re-enter.
7. Do not take any risks which may endanger your life or that of others.
8. Please contact either the Market Supervisor (01524 582504, 07508 328604) or the Markets Office (01524 414251) to advise them of the fire as soon as it is safe and practicable to do so.

Reviewed: July 2015

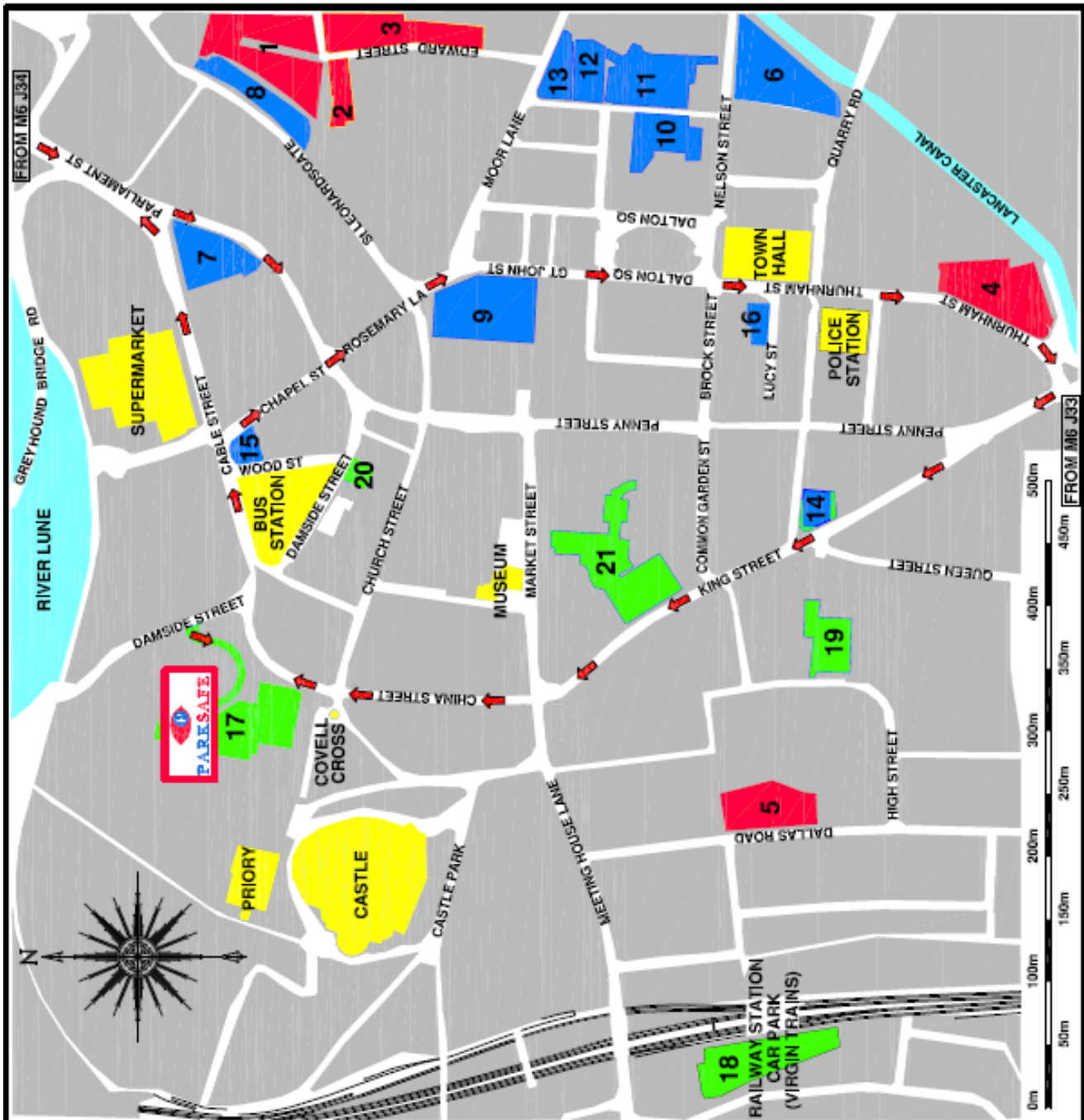
Plan of Assembly Rooms Emporium



Stall measurements and rents
March 2017



Map of Car Parks



Pay and Display Car Parks Lancaster

Long Stay


1. Upper St Leonardgate. LA1 1QH.
2. Lodge Street. LA1 1QW.
3. Edward Street. LA1 1QH.
4. Auction Mart. LA1 1XU.
5. Dallas Road. LA1 1LD.

Short Stay

6. Nelson Street. LA1 1PT.
7. Cable Street. LA1 1HD.
8. Lower St Leonardgate. LA1 1QH.
9. St Nicholas Arcades. LA1 1NG.
10. Charter House. LA1 1PU.
11. Moor Mills 1. LA1 1PU.
12. Moor Mills 2. LA1 1PU.
13. Moor Mills 3. LA1 1QJ.
14. Spring Garden Street. LA1 1RQ.
15. Wood Street. LA1 1LQ.
16. Lucy Street. LA1 1YF.

Also:

Private Car Parks..

17.  24hr secured parking. Pay on foot. LA1 1EQ.

18. Railway Station. LA1 5SL
19. High Street. LA1 1LA.
20. Damside Street. LA1 1PD.
21. Marketgate. LA1 1JF.

All car parks operated by Lancaster City Council
(Unless otherwise stated)

For parking enquiries, telephone: 01524 562534

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Assembly Rooms Emporium Rules



**LANCASTER
CITY COUNCIL**

Promoting City, Coast & Countryside

ENVIRONMENTAL SERVICES – SEPT 2017

Market Supervisor (Lancaster) Tel. (01524) 582504 – Wed/Thurs/Fri/Sat

Market Supervisor (Mobile) Tel. 07508 328604 – Wed/Thurs/Fri/Sat

Markets Office (Morecambe) Tel. (01524) 414251 – Tue/Thurs/Sat/Sun

ASSEMBLY ROOMS EMPORIUM RULES

The following Rules have been made and adopted by Lancaster City Council for observance by traders and all engaged at the Assembly Rooms Emporium, King Street, Lancaster.

1. DEFINITIONS

In these Rules the following definitions shall apply:

- (a) 'The Council' means the Lancaster City Council.
- (b) 'Market' means Assembly Rooms Emporium located in King Street, Lancaster.
- (c) 'Market Manager' means the Market Manager for the time being appointed by the Council and staff authorised to act on his/her behalf.
- (d) 'Stall' means a specified area allocated within the Market for the purpose of trading.
- (e) 'Permanent Trader' means a person who has a licence to occupy a particular Stall to trade for a given day/days per week.
- (f) 'Casual Trader' means a person who applies for a Stall on a daily or occasional basis, the allocation of a Stall depending on availability.
- (g) 'Trader' means a Permanent Trader or a Casual Trader.
- (h) 'Market Days' are Tuesday to Saturday inclusive each week (except Bank Holidays) and any other days on which the Council, in its discretion, determines that the Market shall be open for business.
- (i) 'Commodity' means the goods a Trader is allowed to sell and each Commodity shall be defined by the Market Manager.
- (j) 'Market Fee' means the amount of money payable by a Trader to use the Stall.

2. TRADING TIMES AND OCCUPATION OF STALLS

- (a) The Market shall be open for business on Market Days from 10.00 am to 4.30 pm Tuesday to Friday and 10.00 am to 5.30 pm Saturday throughout the year, except for Bank Holidays.
- (b) Traders must be present to trade during opening hours (unless prior permission is obtained from the Market Manager) either in person or they may arrange for a trusted appointed representative to staff the Stall in their absence (the Market Manager must be informed of this).
- (c) In the event of unavoidable non-attendance, the Stall must be covered securely and a note must be displayed stating when the Stall will be staffed again, unless an arrangement has been made with another Trader to look after the Stall and a note is displayed stating where items may be paid for (the Market Manager must be informed of this). Stock left unattended is at owner's own risk.
- (d) Stalls must be occupied by 10.00 am on Market Days except in accordance with Rule 2f.
- (e) No Trader shall close his/her Stall before the closing time specified in Rule 2(a) except in the case of an emergency.
- (f) In the event of any unavoidable delay due to a reasonable cause the Market Manager should be informed of the estimated time of arrival and reason for the delay before 9.30 am on the day of trading.
- (g) Permanent Traders must not be absent for a period exceeding two weeks unless a leave of absence has been agreed in advance by the Market Manager or unless, in the event of illness lasting more than 7 days, medical certificates are supplied for the period of absence. Market Fees are still applicable.

- (h) Absenteeism on a regular basis (for example over 10 Market Days in a year) or consistent late attendance may result in the application of Rule 15.

3. ALLOCATION OF STALLS TO CASUAL TRADERS

- (a) Prior to first attendance anybody wishing to trade in the Market as a Casual Trader must complete and submit an application form to the Market Manager who will then decide whether there is a vacant Stall suitable for use by the applicant.
- (b) On first attendance the Casual Trader must provide proof of ID to include address (e.g. utility bill), photograph (e.g. passport/driving licence) and proof of right to work in Great Britain (e.g. passport, National Insurance card, document with National Insurance number on it (e.g. wage slip) or full birth certificate).
- (c) Traders must book in advance and must pay for the Stall by credit or debit card on booking.
- (d) The allocation of Stalls to Casual Traders will be on a daily basis.
- (e) Casual Traders who have pre-booked and paid but are unable to attend due to a reasonable cause must inform the Market Manager by 9.30 am on the relevant Market Day. The Market Fee paid will then be transferred to an alternative Market Day subject to an additional 20% surcharge payable in advance by credit or debit card.
- (f) Casual Traders attending for one day only must remove all stock at close of the day's trading.

4. ALLOCATION OF STALLS FOR PERMANENT TRADERS

- (a) Allocation of Stalls and consideration of applications from Permanent Traders wishing to move Stalls will be at the discretion of the Market Manager.
- (b) On first attendance the Casual Trader must provide proof of ID to include address (e.g. utility bill), photograph (e.g. passport/driving licence) and proof of right to work in Great Britain (e.g. passport, National Insurance card, document with National Insurance number on it (e.g. wage slip) or full birth certificate).
- (c) In the event of an application for a Stall by more than one interested party (for the same Stall), account will be taken of the application date and the proposed Commodity.
- (d) In the event of an application for an additional Stall by more than one Trader, account will be taken of each Trader's initial starting date and the proposed Commodity.
- (e) A licence will be issued to all Permanent Traders, one copy of which must be returned signed within one week of issue. Failure to return the signed licence will be treated by the Council as an acceptance of all Market Rules applicable if trading is undertaken.
- (f) Permanent Traders who decide to attend as Casual Traders will not be able to return to permanent trading for a period of 6 months.
- (g) All Permanent Traders will be invoiced for their Stall and must pay the monthly instalments as instructed on their monthly payment plan or by direct debit.

5. USE OF STALLS

- (a) Stalls are not to be altered or extended without prior consent of the Market Manager. Partitions to sub-divide Stalls require consent. For any alterations carried out the Trader will be required to return the Stall to its original state at the end of occupation unless, at the Market Manager's discretion, the Trader is informed otherwise.
- (b) Traders must obtain permission from the Market Manager to add fixtures and fittings to the structure of the building, including using the walls for display purposes.
- (c) All Traders are expected to provide their own Stalls and fixtures and fittings which should meet Health and Safety requirements and be of a professional standard and appearance as well as meeting any other standards required by the Market Manager in order to enhance the appearance of the Market as a whole.
- (d) Goods shall not be placed (whether on the Stall or on the ground) so as to obstruct the free passage of persons using the Market and the highway outside the building.
- (e) When closing the Stall at the end of trading, it is each Trader's responsibility to ensure his/her electrical appliances are switched off.

6. VEHICLES

- (a) Traders wishing to load/unload should do so in accordance with the loading restrictions as specified on signs displayed on the highway. Traders should not park on the forecourt or drive over the footpath in front of the Market.

7. GOODS

- (a) A Trader shall not stock, display or sell any Commodity other than that specified in his/her licence (Permanent Traders) or specified in his/her application form (Casual Traders) and/or agreed with the Market Manager and must at all times keep the Stall fully stocked with those Commodities.

- (b) A Trader must obtain prior written consent from the Market Manager for any change to the Commodity specified in his/her licence (Permanent Traders) or specified in her/her application (Casual Traders) and/or agreed with the Market Manager.
- (c) Traders selling food shall be responsible for due compliance with the Food Safety Act 1990 and all relevant Regulations. Any Trader selling food who fails to maintain a Food Hygiene Rating score of 3 or above for more than six months will no longer be allowed to trade in the Market and (if a Permanent Trader) will have their licence terminated with immediate effect. Any such Trader who then applies to re-attend the Market will only be allowed to at the discretion of the Market Manager and, in any event, not within six months of leaving the Market. Any Trader selling food who, in the opinion of the Council's Environmental Health Department, poses a serious and immediate threat to public health, will no longer be allowed to trade on the Market and (if a Permanent Trader) will have their licence terminated with immediate effect.
- (d) Any Trader found in possession of, or suspected of, selling goods of a counterfeit nature will be reported to Trading Standards and may face a lifetime ban from Lancaster City Council Markets.
- (e) No Trader will be afforded sole trading rights in any Commodity. However the Market Manager will endeavour to control Commodities to maintain a good balance of trade.
- (f) Traders purchasing goods from members of the public should ask for bona fide proof of identity before buying.
- (g) Where applicable Traders must register as a dealer in second hand goods and provide proof of such to the Market Manager.

8. GENERAL

- (a) Traders must arrange for their Stall to be supervised at all times to the satisfaction of the Market Manager in accordance with Rule 2.
- (b) Traders are required to keep and leave their Stall and the immediate surrounding area in a clean and tidy condition at all times.
- (c) Traders must ensure that any trade refuse created on their Stall is kept within the confines of their Stall and does not encroach beyond the boundaries of their Stall at any time. A Lancaster City Council trade refuse bag is kept in the café kitchen during the day for use by all Traders in the Market. When full, this should be placed next to the litter bin in front of the Market for collection at approximately 2pm. (The bag must not be left out after this time or overnight). It is each Trader's responsibility to ensure his/her refuse is placed in the bag and the bag is placed in the collection area when necessary. Any refuse left outside the front of the Market other than in accordance with this Rule may constitute fly-tipping which will be treated seriously and may lead to a prosecution.
- (d) Traders must arrange suitable public liability insurance cover of £5m (incorporating 'product liability' insurance for any type of food trade) in respect of their occupation of a Stall in the Market. Evidence of such insurance must be produced to the Market Manager prior to the first day's trading in the Market and subsequently on an annual basis.
- (e) Smoking is not allowed in any part of the building or around the entrance to the building.
- (f) Traders must ensure any portable electrical items are tested (PAT tested) by a registered electrician prior to use in the Market. These tests must be organised and paid for by Traders on an annual basis and all trader-owned portable electrical items must display a dated sticker as proof of such. Any item not displaying a current PAT dated sticker must be removed immediately from the Market, unless the item is less than a year old and the Trader can provide a receipt to prove this.
- (g) Traders are responsible for the installation, upkeep, PAT testing and repair of their own equipment and equipment appertaining to their own business (e.g. water heater/extractor/cookers/fridges/fans etc).
- (h) Traders who employ staff should keep a first aid kit and an accident book on their Stalls.
- (i) Traders are responsible at all times for the Health and Safety of themselves, their staff and others around them, and are obliged to comply with the Market Manager's reasonable instructions regarding Health and Safety.
- (j) The Market Manager must be informed immediately of any change of contact details.
- (k) Access to doorways, fire exits and the toilets must be kept clear at all times.
- (l) Fire extinguishers, fire exit signs and fire call points should be kept clear at all times.

9. MARKET FEES

- (a) A deposit equal to one month's Market Fees is payable by all new Traders prior to their first day's trading in the Market – this will be refundable on vacation of the Market providing the Stall is returned in the condition it was allocated, all the Trader's goods are removed from the Market, and all invoices are paid in full. If a Trader is allocated a Stall with "special offer" terms attached, the month's deposit will be at the special offer rate.
- (b) Casual Traders must pay their Market Fees in accordance with Rule 3.
- (c) Permanent Traders will be issued with an annual invoice which must be paid in full by the end of the invoice period and a monthly payment plan detailing the instalments which must be paid each month. Payment directions are printed on the reverse of invoices. Any Trader in default of the monthly payment plan attached to the annual invoice will be deemed in arrears and in breach of the Market Rules. In addition to this any such Trader will not be allowed to trade until the arrears are cleared and the monthly payment plan adhered to.
- (d) Cash and cheques may not be used to pay Market Fees.

- (e) The Market Fees applicable are subject to increase and will be re-assessed annually.

10. SALE OF BUSINESSES

- (a) Traders wishing to sell their business – i.e. stock, fixtures and fittings, and good-will – must notify the Market Manager and advise of a proposed date of termination of licence once a sale agreement has been reached.
- (b) The Market Manager must be introduced to and may wish to interview the proposed purchaser of the business.
- (c) It will be a condition of any sale that the incoming Trader must agree with the Council that the Commodity available on the Stall will not be changed for a period of 12 months from the date of purchase, and then only in accordance with Rule 7(b).
- (d) Traders who change their Commodity will not be allowed to sell their business for a period of 12 months (at the Market Manager's discretion).
- (e) The Market Manager reserves the right to refuse any applicant as he/she sees fit.
- (f) No Trader shall be allowed to sell a business if his/her account is in arrears.

11. COMPLAINTS

- (a) Complaints by Traders of any matters affecting the Market must be brought to the attention of the Market Manager, who will respond to the complaint within four Market Days.
- (b) If a Trader is not satisfied by the action taken on any complaint, he/she may refer the matter to the Chief Officer (Environmental) at Lancaster City Council.

12. TRADERS RIGHTS

- (a) The Trader, having kept these Market Rules, shall be provided with a suitable Stall for trading.

13. CONDUCT

- (a) Operating from a public building requires traders to consider customers' perception of how they see traders behave and how they feel about their contact with traders. A negative perception could have an impact on whether customers return and whether they choose to speak highly of the Market - or the opposite. Word of mouth can be the best advertising. Traders should ensure that their values and behaviours have a positive impact on this. The booklet "Your Business Matters" contains a list of expected values and behaviours which should be adhered to.
- (b) A Trader shall not cause a nuisance or annoyance to any other Trader, the Market Manager, market staff or the general public.
- (c) A Trader shall not assault, harass or be verbally abusive to any other Trader, the Market Manager, market staff or the general public.
- (d) Any Trader who brings a child or children under the age of fourteen to the Market shall be responsible for the conduct of the said child or children, and in particular for any damage or nuisance caused by them.
- (e) Traders must comply with all regulations, orders and byelaws that may be in force from time to time.
- (f) If the Market Manager receives persistent complaints about a Trader's conduct, manner or business practices the Market Manager will bring these complaints to the Trader's attention to enable improvements to be made. If further complaints are received the Market Manager will apply the terms of Rule 15.

14. GENERAL AUTHORITY OF THE MARKET MANAGER

- (a) Traders and all attending the Market are required to observe and carry out the reasonable instructions of the Market Manager.
- (b) The Market Manager is responsible for the general administration of the Market including its management.

15. FAILURE TO OBSERVE RULES

- (a) In the event of a Trader failing to comply with or contravening any of these Market Rules, the Market Manager will issue an oral warning, followed by a written warning for a second offence. If a third offence occurs the Market Manager may in his/her absolute discretion forthwith terminate the licence of a Permanent Trader or deny a Casual Trader permission to trade in the Market and may re-allocate the Stall used by that Trader.
- (b) If a serious breach of the Market Rules occurs the Market Manager may choose to terminate a Permanent Trader's licence or deny a Casual Trader permission to trade again with immediate effect and without warning. Any Trader who re-applies to attend the Market after termination of a licence or denial of permission to trade will only be re-instated at the discretion of the Market Manager and, for Permanent Traders, this will be as a Casual Trader only.

- (c) As an alternative to the above, the Market Manager may consider suspending (and barring from the Market) a Trader for a period of time if it were felt to be more appropriate in the circumstances. In the event of a suspension the daily Market Fee would still be payable. If a suspension were to last for more than one Market Day, all stock would have to be removed from the Stall.